
From: Tim Stuart [REDACTED]
To: Phil Spencer
Sent: 9/1/2021 3:53:25 PM
Subject: RE: F76 on PSNow

100% agree with you – we need to go in with a portfolio view, not title by title. It actually bothers me that F76 is in PSNow without getting much for it.

If we are putting titles in PSNow, fine, then we go in with the weight of all of our titles and in exchange put Game Pass or xcloud via browser on the PS4/5. Otherwise the downside of our titles showing up there is too great.

Your note is good that we need to be more aligned (and ideally oversight into what ZMI is signing).

From: Phil Spencer [REDACTED]
Sent: Wednesday, September 1, 2021 8:46 AM
To: Jamie Leder [REDACTED]; Jill Braff [REDACTED]; Jerret West [REDACTED]; Tim Stuart [REDACTED]
Cc: Matt Booty [REDACTED]; Sarah Bond (SHE/HER) [REDACTED]
Subject: RE: F76 on PSNow

I'm fine with the F76 in PSNow. We have not allowed Minecraft to support PSNow as we do see PSNow as competition to XGP and don't need to support their financial position with PSNow which would just allow them to compete more effectively with XGP.

I don't know why I feel different about F76 so open to conversation here. In my view F76 is in this interesting place. Obviously started rough. Team stays focused on improving and finding larger audience. Feels like we either need to see this thing getting to 10M MAU across all platforms or decide to move on from it and if you believe PSNow can support it gaining relevance then I'm supportive.

My point about sharing conversations about deals is I want our collective capability to negotiate with platforms to be realized. When ATVI or EA comes to Xbox to push for better financials on our platform they do not do this title by title. They come to us with their full slate and basically say that they will hold back support for Xbox across the portfolio if we don't negotiate with their full portfolio. They do not allow us to say "we'd like to support Call of Duty and Diablo and forget about Tony Hawk and Crash Bandicoot" as an example. So I don't want any platform, Sony included, to be able to pick us apart title by title.

We are one portfolio and I want us to get better economics and support by other platforms based on the full weight of our portfolio which is big now. So I'd like to use us being more collaborative in how we engage other platforms.

Phil

From: Jamie Leder [REDACTED]
Sent: Tuesday, August 31, 2021 5:43 PM
To: Jill Braff [REDACTED]; Phil Spencer [REDACTED]; Jerret West [REDACTED]
Cc: Matt Booty [REDACTED]
Subject: [EXTERNAL] Re: F76 on PSNow

Good exposure for FO76 that translates into new users and incremental revenue.

Not materially different than other PSNow deals we have done with Sony previously for other titles sold on the PS

platform.

Happy to discuss further when convenient - JL

From: Jill Braff [REDACTED]
Sent: Tuesday, August 31, 2021 6:04 PM
To: Phil Spencer; Jerret West; Jamie Leder
Cc: Matt Booty
Subject: RE: F76 on PSNow

Yep - @Jamie Leder, can you weigh in here with more detail around the opportunity?

From: Phil Spencer [REDACTED]
Sent: Tuesday, August 31, 2021 12:46 PM
To: Jill Braff [REDACTED]; Jerret West [REDACTED]
Cc: Jamie Leder [REDACTED]; Matt Booty [REDACTED]
Subject: RE: F76 on PSNow

I don't understand why the details can't be shared?

From: Jill Braff [REDACTED]
Sent: Tuesday, August 31, 2021 12:07 PM
To: Phil Spencer [REDACTED]; Jerret West [REDACTED]
Cc: Jamie Leder [REDACTED]; Matt Booty [REDACTED]
Subject: FW: F76 on PSNow

Hi,

Ron sent over note below re a (sizeable) opportunity for Fallout 76 into Sony's PSNow – wanted to check in with you before proceeding.

Added Jamie here too in case you have questions or he has more to add.

Please weigh in with your POV -

Thanks,
Jill

From: Ronald Seger [REDACTED]
Sent: Tuesday, August 31, 2021 10:33 AM
To: Jill Braff [REDACTED]; Heather Cooper (SHE/HER) [REDACTED]
Subject: [EXTERNAL] F76 on PSNow

Hi Jill and Heather,

We have an opportunity to put Fallout 76 into Sony's PSNow program. While I can't share the details, it has been reviewed by BSW's publishing team and BGS, and we are unanimous that this is a great opportunity to increase 76's MAU and PSM. I wanted to check with you before approving. Please let me know if you want to discuss more.

Thanks,

Ron